



# City Wide Parking Study: Results and Recommendations

**November 17, 2005**

**Interim Report**

# Introduction

- The City is concerned that the existing parking capacity does not serve current and future demand.
- Adequate parking is essential for Lakewood to be an attractive place to live, work, shop, and be entertained.

# Parking Study

## Goal:

- The goal of this report is to make recommendations to improve the management of the parking system
- The major focus of this study involves the review of current on and off-street parking operations within each defined district through a careful examination of parking operations

# Parking Study

- Special thank you the Parking Committee

Dryck Bennett, Assistant Director of Planning and  
Development

Tony Beno, Director of Public Works

Don Cerny, Cerny Shoes

Tom Jordan, Director of Planning and Development

Carol Mason, Chamber of Commerce

Vic Nogalo, Director of Finance

Corey Rossen, Rozi's Wine House

Patrick Sullivan, Sullivan's

Ken Shaw, Parking Enforcement



# Presentation Outline

- I. Current status
- II. Citywide overview of parking system
- III. Meter equipment
- IV. Parking survey methodology
- V. Description of study districts
  - Survey results and recommendations
- VI. Citywide parking recommendations
- VII. Next steps

# I. Current Status

- The City could improve the financial and operational management of its parking
  - There have been 3 complete parking studies and 5 smaller studies only on the downtown area
  - Poor appearance
  - Poor signage
  - No connectivity
  - Poorly maintained
  - Lighting
- Meters have not been updated since the 1950's
  - Replacement equipment is expensive and hard to find
  - Poor appearance

# Current Status

- Current Meter Rates

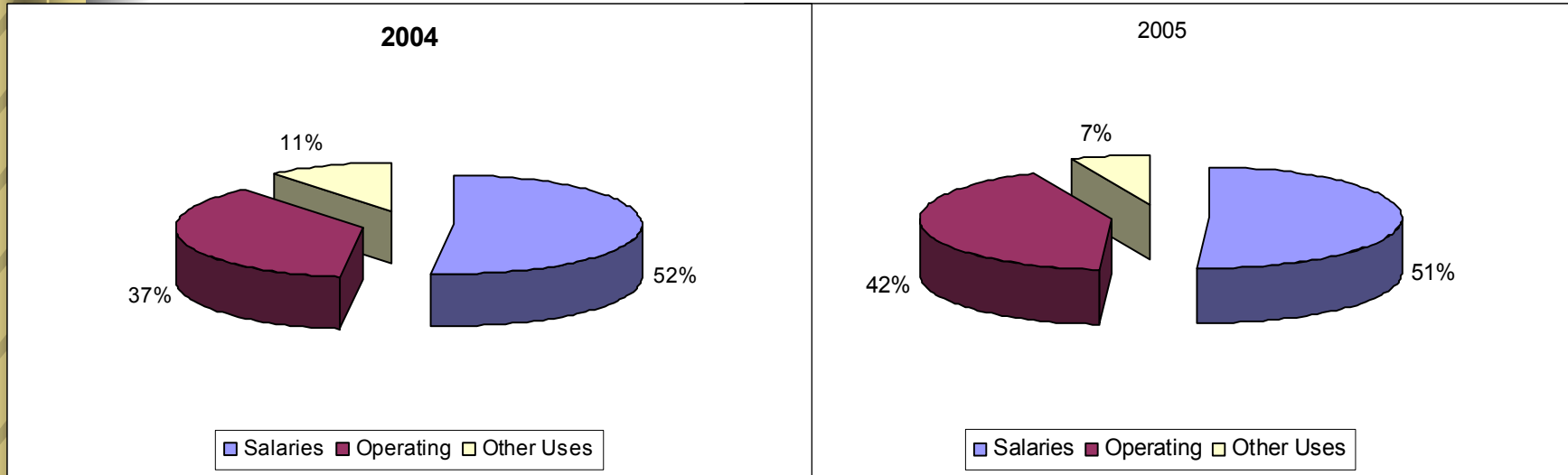
- Some meters are \$0.25 per hour, while other meters are \$0.25 for 30 minutes
- Some meters have 15 or 30 minutes free time

- Permit Parking Rates

- There are 96 permits with rates ranging from \$50-\$250 per six months
  - 48 permits at \$250
  - 28 permits at \$100
  - 20 permits at \$50
- There are 151 residential permits from 8 am to 6 pm and 32 permits from 3 am to 6 am
  - Athens, Baxterly, Belle, Blossom Park, Cedarwood, Concord, French, Manor Park, Norton, Robinwood, Warren

# Current Financial Status

- Allocation of Parking 520 Funds



- Six of the City's lots are operating at a deficit
  - Lot 2, Lot 3, Lot 5, Lot 6, Lot 11, Lot 12
  - These lots are either:
    - used only at night
    - poorly signed

# Current Financial Status

	2004	2005
<b>Total Revenues</b>	<b>\$ 292,546</b>	<b>\$ 283,345</b>
Salaries, Wages & Benefits	\$ 153,965	\$ 169,307
Operating	\$ 109,283	\$ 140,451
Other	\$ 32,379	\$ 22,159
<b>Total Expenditures</b>	<b>\$ 295,627</b>	<b>\$ 331,917</b>
Jan. 1 Fund Balance	\$ 81,984	\$ 78,904
<b>Dec. 31 Fund Balance</b>	<b>\$ 78,904</b>	<b>\$ 30,332</b>
Over Expenditures	\$ (3,081)	\$ (48,572)

- Parking meter fines are currently set at \$15.00
  - All fine revenues are currently divided, a percent is allocated to the court to pay court costs and a percent goes into the general fund
  - The City receives approximately \$219,255 in all parking fines annually

## II. Citywide Overview of Parking System

- There are approximately 1,567 on and off-street meters in service Citywide
- 16 municipal parking lots
- The 980 on-street parking meters account for approximately 63% of the City's meter system
- There are a total of 587 meters located in off-street parking lots
  - The downtown district accounts for 65% of those meters

# III. Meter Equipment

- Current system utilizes manually wound mechanical units
- Single head meters
- Changes in rates can be laborious
- Not able to change type of currency accepted
- Replacement parts are expensive
- Meters are outdated and unattractive

# IV. Parking Survey Methodology

- Occupancy and turnover
  - Public and private
  - Survey hours
    - 8 a.m. – 8 p.m. Mon., Wed., Sat.
    - 8 p.m. – 1 a.m. Fri. and Sat.
    - Fri. 3 p.m. – 5 p.m. in West End district
- Surveyed business owners
- Hourly documentation
  - Summarized information on the utilization of each lot



# V. Study Areas

- Downtown District
  - Detroit Ave., west from Manor Park Blvd. to Westwood Ave.
- East End District
  - Detroit Ave., from West 117<sup>th</sup> westwards to Cove Ave.
- West End District
  - Detroit Ave., west from Lauderdale Ave., to Rocky River boarder.
- Madison Avenue District
  - Includes several study areas, including but not limited to; the Hilliard Triangle, Madison @ Bunts, and Madison Village area.
- West 117<sup>th</sup> and Gold Coast
  - Public street spaces only

# Downtown District Analysis



# Downtown District Analysis

- Inventory

- 8 municipal lots
  - 793 public parking spaces
  - 588 meters
  - 122 non-metered spaces
  - Approximately 87 permit spaces, renting at \$100-\$250/6-months
  - 279 meters are calibrated for short-term use
- 3 private garages
  - 2,005 spaces
- Numerous private parking designated to respective establishments
  - 1,164 surface lot spaces

# Downtown District Analysis

## Survey Results:

- Adequate parking, if public and private lots were to be used efficiently
  - Exceptions: Lot 1, located between St. Charles and Warren, and Lot 4, located between Warren and Cook, showed usage above 80% throughout business hours
- Long term parkers are using 2-hour lot meters with very little turnover
- On-street parking meters
  - Generally high occupancy and turnover



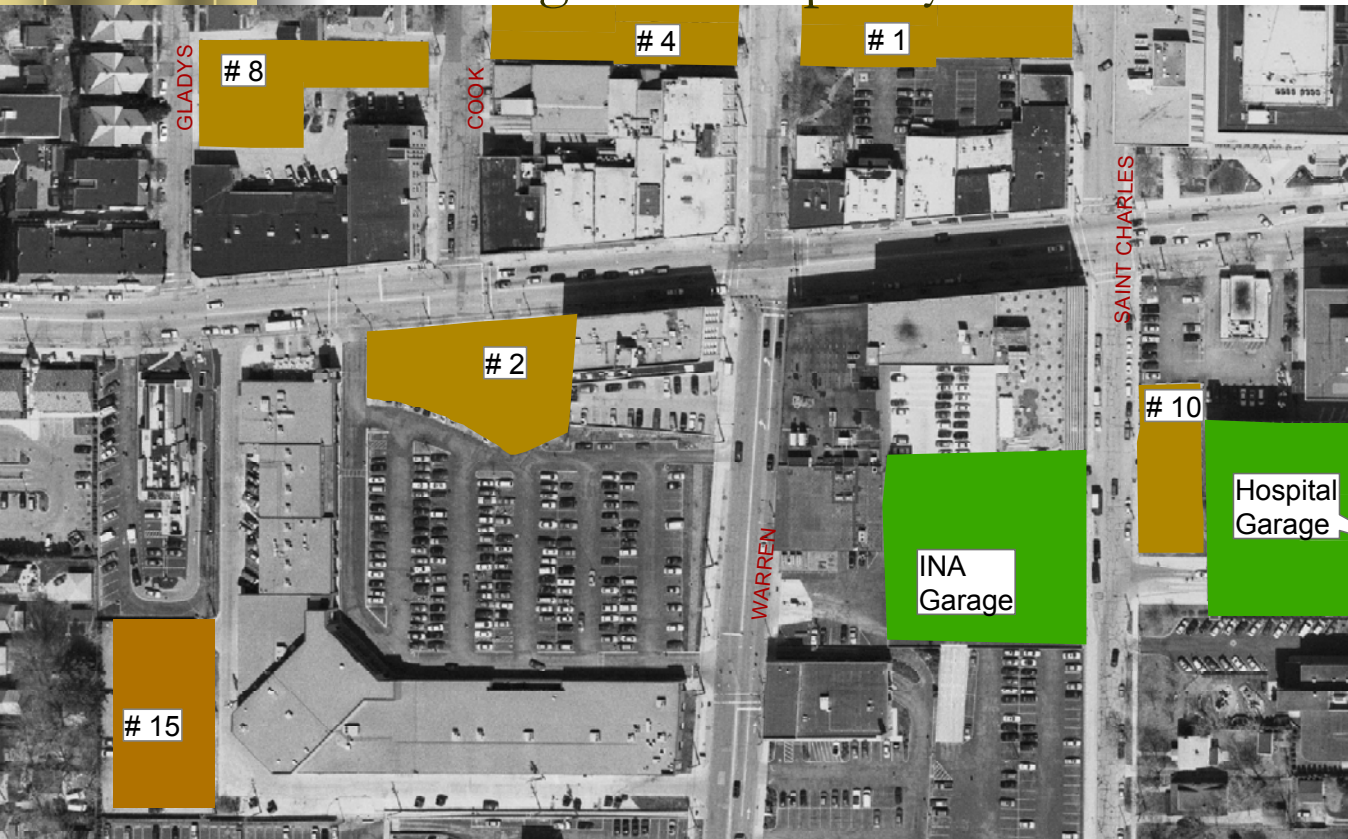
# Downtown District Analysis

## Survey Results:

- Lots Lot 8, Lot 10, and Lot 15 showed modest usage (i.e. below 80%)

–Highest occupancy for Lot 8 was 52% during the 12 p.m. hour

–Throughout the rest of the day Lot 8 ranged from 45% to a low of 8% occupancy at 8 p.m



# Downtown District Analysis

## Survey Results:

- Lot 2, Lot 6, and Lot 16 showed minimal usage during business hours
  - Lot 6 was only at capacity after 4 p.m.



# Downtown District Analysis

## Private Parking Survey Results:

- INA Parking Garage
  - 400 spaces
  - 120 spaces available
  - Rates
    - \$45.00 per month
  - Lease only
    - Month to month, 6 months, yearly
- Lakewood Center North
  - 1,040 spaces
  - 50% average occupancy
  - Rates
    - Daily max \$6.00
    - Roof top \$3.50

# Downtown District Analysis

## Recommendations: Residential Permits

- Current code:
  - Traffic ordinance number 351.21 authorizes the Director of Public Safety to exempt residents on those streets upon which parking is prohibited provided such residents qualify for such exemption under rules and regulations as shall be established by the Director and approved by Council relating thereto.
- Consider creation of minimum guidelines that must be met before issuing residential permits or parking restrictions on residential streets within the Downtown District to include:
  - Portions of streets within 500 feet of a class C-1 or C-2 commercial district



# Downtown District Analysis

## Recommendations:

- Increase rates for all meters to \$0.25 per 30 minutes
  - This increase will encourage employees to utilize the parking garages which are currently underutilized
- All Detroit meters should be uniformly calibrated short-term use, being 90-minute meters with 15 minutes free time
  - 90 minutes is enough time for patrons who have limited shopping while discouraging employees from parking all day

# Downtown District Analysis

## Recommendations:

- All side street and short-term meters within parking lots should be uniformly calibrated for 2 hours with 30 minutes free time
  - This gives patrons longer to shop while discouraging long term (8-hour) parking
- All long term meters will remain as is for use by employees

# East End District Analysis



# East End District Analysis

- Inventory
  - 2 municipal lots
    - 228 public parking spaces
    - 207 meters
    - 21 permit spaces rented out to Discount Drugmart
- Both lots are under utilized
  - Poor signage, obscured views, poor lighting, and unattractive

# East End District Analysis

## Survey Results:

- The highest occupancy recorded during observation was 41% during the afternoon hours
- Municipal Lot 5 is located at the corner of Detroit and West 117<sup>th</sup>
  - 24 meters
  - All 2 hours with no free time
  - 2 un-metered spaces designated for 15 minute parking
- Highest occupancy recorded was 37% during the afternoon hours
  - Average occupancy was 16.4%



# East End District Analysis

## Survey Results:

- The second municipal lot, Lot 11 is located at 11836 Detroit Ave. behind Discount Drug Mart
  - 89 meters
  - 16 90-minute and 73 2-hour meters
  - 20 un-metered spaces that are rented out to Drug Mart at \$100 per six months
- Highest occupancy was recorded at 23%
  - Average occupancy was 14%

# East End District Analysis

## Recommendations:

- Lot 11 is not being utilized in its current condition. In order to alleviate some of the financial burden several options are being reviewed
  - Increase the rates on spaces leased to Drug Mart.
  - Lease parking permits to Virginia Marti for student use
- Lot 11 is an important asset for the City in the east end. The Rockport Development brings new potential as future demand for parking in this area is expected in increase

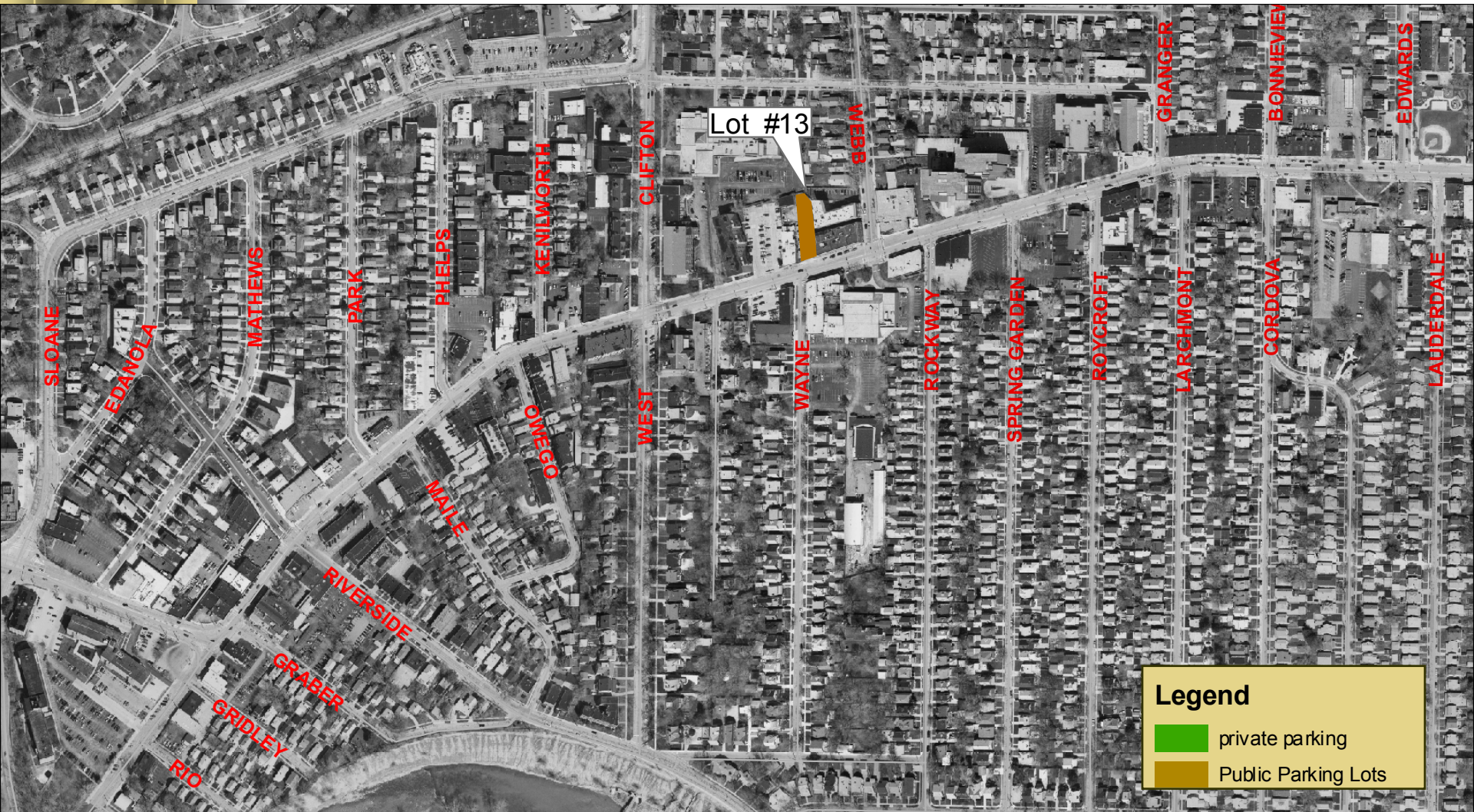
# East End District Analysis

## Recommendations:

- Visual impact needs to be addressed by utilizing the LCPI Streetscape Plan and bringing it into the lots
  - Brick pavers instead of tree and grass medians require less maintenance
  - Additional decorative lighting
  - Decorative meters and poles
  - New signage created by a designer
  - Negotiate between Virginia Marti College and the owners of the buildings around the parking lot to use the walls facing the lot as a canvas, displaying their work and brightening the area through public art



# West End District Analysis



# West End District Analysis

- Inventory
  - 1 municipal lot
    - 25 public parking spaces
    - 157 meters
    - 2 Permits for no charge to Cronies employees
    - All meters in West End are calibrated for short-term use
  - Several small private parking lots designated to respective establishments
- Many of the establishment owners have already worked out deals with surrounding establishments to share parking space
  - Churches have leased out spaces for use on weekends

# West End District Analysis

## Survey Results:

- West End was divided into two focus areas: West Clifton east and West Clifton west
- Inadequate parking, side streets are being used as parking lots
  - Repeated visual inspections indicate that residents are permanently parking cars in front of their house to keep evening patrons from parking
- The only parking lot in this district is next to Cronies near Webb
  - This lot has 25 spaces and 13 meters
- In some cases area patrons are avoiding metered spaces



# West End District Analysis

## Survey Results:

- From W. Clifton East to Lauderdale has the most acute shortage of parking
  - The owners of each bar were surveyed and asked about their parking needs.
  - Based on evening survey results and surveying the owners this study recognizes a future need for 50-100 additional parking spaces in this area.
- Lot 13, next to Cronies is the only public parking lots in the area
  - The highest occupancy, 64% full, was recorded between 8 p.m. and 10 p.m.
  - After 10 p.m. the occupancy fell to 50%

# West End District Analysis

## Survey Results:

- From West Clifton west to the Rocky River boarder the parking problem is less concentrated and more general to each establishment
  - As an example, Kenilworth Tavern has an overflow of parking onto side streets despite the use of a parking lot next door that holds approximately 57 cars
- From Riverside west there are several parking situations
  - Bonnie Bell allows the Three Birds and other establishments to use their lot, approximately 72 spaces
    - 30 of these spaces are designated valet parking for the Three Birds
  - The front lot, 42 spaces, had a max occupancy of 86%

# West End District Analysis

## Survey Results:

- The YMCA has a lot behind Bonnie Bell, approximately 25 spaces, that is not used during night time hours
- The Harry Buffalo has its own lot that is adequate for that establishment, approximately 63 spaces
  - This lot is well utilized and occasionally full
- The Around the Corner Bar has some parking in back as well as ownership of a large lot located at Mathews and Detroit
  - The lot at the corner of Mathew's and Detroit has approximately 76 spaces and had a peak capacity of 83% occupied

# West End District Analysis

## Recommendations:

- Lot 13 is the only municipal lot. It is being used but could be better marketed
- There is a need for additional parking in the eastern edge of this district
  - Approximately 50- 100 spaces would alleviate the majority of the parking problem and would allow for better control of parking and patrons
- The western end of this district has less of concentrated problem
  - Approximately 30 additional parking spaces in this area would alleviate the majority of the parking problems

# West End District Analysis

## Recommendations:

- There is a potential to move the RTA turnaround, currently located at the end of Detroit Ave
  - This would create the additional spaces needed
- A shuttle service could also be implemented allowing patrons to park in other lots and ride back and forth
  - This would not only be safer but also help control the parking situation



# Madison Ave District Analysis



# Madison Ave District Analysis

- Inventory

- 4 municipal lots
  - 390 meters
  - 40 non-metered spaces
  - 2 permit spaces in Lot 14 on the corner of Madison and Warren
  - Free Permits issued to residents of Hilliard House in Lot 9 and Lot 12
  - All meters are calibrated for short-term use
- Limited private parking designated to respective establishments
  - Most retail spaces do not have off-street parking

# Madison Ave District Analysis

## Survey Results:

- Several areas have been targeted as having parking problems
  - Hilliard Triangle area
  - Madison Ave around Bunts
  - Madison Ave at Madison Village and Birdtown
- Vacancies along sections of Madison are also common and should be taken into consideration when looking at parking occupancy
- Side street meter spaces are being used sporadically during day and heavily at night
  - Mostly around apartment buildings



# Madison Ave District Analysis

## Survey Results: Hilliard Triangle

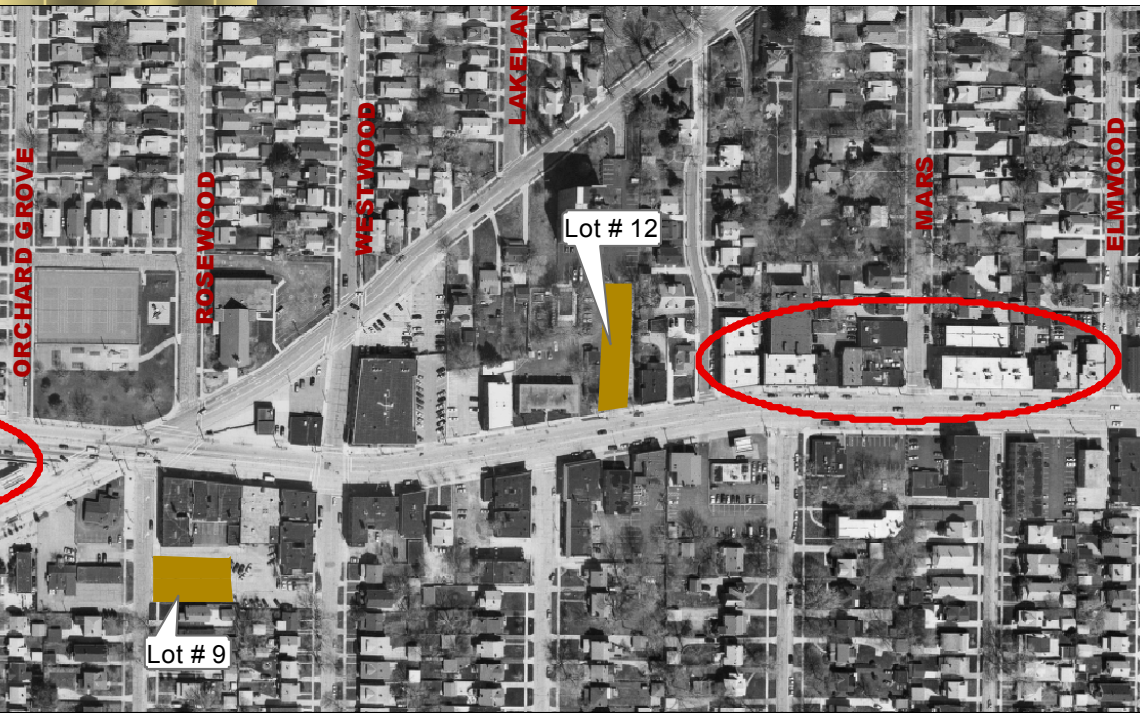
- Between Lauderdale and Wagar, around the triangle and between Arthur and Elmwood the store fronts are full but there is little or no parking off street
  - The meters in front of these stores see moderate usage during weekdays and heavier usage on Saturdays



# Madison Ave District Analysis

## Survey Results: Hilliard Triangle

- Municipal Lot 9 is heavily used and is at 88% during afternoon and weekend hours
  - There are no meters on this lot
  - Temporary, free, permits that have been provided to Hilliard House Condominiums during the reconstruction of their parking garage



- Municipal Lot 12 is currently heavily used by Hilliard House residents.
- All meters were temporarily removed
- In 2004 Lot 12 lost \$326



# Madison Ave District Analysis

## Survey Results: Bunts Avenue

- There are several areas near the Bunts intersection that have little or no off street parking available
  - A major contributor are the apartment buildings in this area that have no attached parking





# Madison Ave District Analysis

## Survey Results: Warren and Bunts Avenue

- Lot 14 is mostly for use by the Fire Department
  - There are 7 spots off Warren and 5 metered spots off Madison Avenue
  - An additional 6 spaces will soon be added
  - Survey results showed only minimal use of this lot
    - This lot does provide parking for the emergency response center and the Fire Department headquarters



- Lot 3 located between Belle and Marlowe Avenue has 31 metered spaces.

- This lot is only used during nighttime hours and on weekends
- At 8 p.m. on Saturday the lot is 100% full

# Madison Ave District Analysis

## Survey Results:

- Several concentrated areas in the Madison Village and Birdtown districts have parking problems.
  - High retail occupancy with little off street parking
  - High concentrations of homes without attached parking may also contribute to the parking situation
  - The parking meters in this area showed some of the highest use among all those on Madison Avenue



# Madison Ave District Analysis

## Recommendations:

- Lot 12 is running a deficit
  - Remove meters permanently
  - Market lot more efficiently
    - signage
  - Sell permanent permits to surrounding businesses
- Lot 9, between Carabel and Morrison is heavily used and might benefit from meters
- Lot 3, next to Players is also running a deficit, (\$1,959.99) in 2004
  - Remove meters
  - Consider charging on evenings and Saturdays
  - Consider selling permits

# Madison Ave District Analysis

## Recommendations:

- The placement of meters along Madison is sometimes sporadic
  - Consider uniform placement of meters
- Madison Avenue has several areas that may need additional parking the future
  - Hilliard Triangle
  - Bunts Avenue at Madison
  - The east end of Madison Avenue in the Madison Village

# West 117<sup>th</sup> and Gold Coast

- Inventory
  - No municipal lots
  - No parking meters
  - Several private parking lots designated to respective residents
- Street parking
  - There are approximately 200 street parking spaces at any given time
  - These spaces could be marked and lined for better efficiency



# VI. City Wide Parking

## Recommendations: New meters

- Programmable features
  - Coin acceptance
  - Rate structures
    - Time of day
    - Day of week
- Debit card system
- Automatic meter audit
  - Records value of coins inserted and collected



# City Wide Parking

## Recommendations: Meter Costs

- Revenues generated by proposed rate increase would help offset the cost of acquiring the electronic meters
- Projected increase in revenues by converting to electronic meters is estimated to be 15-20%.
  - Detection of slugs
  - Replacement of non-working meters
  - Increase in payment methods
- An estimated increase of \$42,500 - \$56,669 per year

# City Wide Parking

## Recommendations: Meter Costs

- The city was given a quote of \$336,000 for 2,100 new meters
  - Approximately \$160 per meter
  - The City would float a bond for 10 years
  - Terms: 10 years
  - Payment: \$3,688 monthly
  - Interest rate: 5.75%
- Alternatives:
  - Refurbished meters – the City of Akron purchased all refurbished meters from Duncan
    - \$80 per meter
    - 300 per year over five years
    - Minimal problems

# City Wide Parking

## Recommendations:

- Increase rates for all meters to \$.25 per 30 minutes
  - An increase in rates equates to a projected \$119,972 in additional revenues per year into the parking fund
  - The increase in rates will help pay for the meters and future parking needs
    - Parking lots, parking garages, acquisitions, signage, lighting, additional manpower

# City Wide Parking Recommendations:

- Increase in parking ticket fines, increasing them from \$15 to \$20
  - This increase will further encourage people to pay the meter
  - The percentage of revenues from increase in rates should be reallocated directly into the Parking Fund
- The city is running a deficit on several parking lots, the majority of which because they are only used at night. The City should consider the following:
  - Extend parking to 10 p.m. and Saturdays
  - Sell the lots
  - Remove parking meters

# City Wide Parking Recommendations:

- Reorganize the parking department
  - Parking employees should be designated for parking meters only
  - There should be a separate parking enforcement department
  - The City should consider moving parking meter enforcement under the police department
  - Hire 2 part time employees to enforce and improve revenues

# City Wide Parking Recommendations:

- Design guidelines will be standard for all surface parking lots
  - Improved signage and landscaping will be required – each lot should be clearly designated by using uniform Signs, shrubs and landscaping and colors.
  - Tree-lines streets and walkways will also be encouraged
- The City should look into a computerized system to track parking meter tickets that will tie into the State wide DETERS system
- In the short term the city should work with businesses to create a uniform sign that owners can put in the window directing patrons to the parking behind



## VII. Next Steps

- Seek public comment
- Send copy to Council for comment
- The RFP for new meters
- Develop a consensus in order to implement recommendations



Questions or Comments

Thank you